

ANNUAL REPORT

2015

FACULTY OF BUSINESS
AND MANAGEMENT

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CORPORATE/FACULTY INFORMATION



VISION

To become an excellent and competitive Faculty of Business and Management in Malaysia that is internationally recognized for its professionalism in education, training, research and consultancy services.

MISSION

The Faculty of Business and Management will achieve academic excellence based on quality work and culture through:

- Providing integrated program with courses fulfilling the needs of the industry and nation.
- Effective development of human resources capable of delivering internationally recognized research and consultancy services.
- Producing professional and competitive graduates towards satisfying industry needs through conducive teaching and learning environment.

TOP MANAGEMENT OF FBM



Dean
Prof. Dr. Zaini Abdullah



**Deputy Dean
(Academic)**
Assoc. Prof. Dr. Norlida Kamaluddin



**Deputy Dean
(Resource & Students)**
Dr. Ramlee Abdul Rahman



**Deputy Dean
(Research, Industrial Linkages & Alumni)**
Assoc. Prof. Dr. Sofian Shamsuddin



Head of Strategic Planning & Corporate Communications
Assoc. Prof. Norminsham Abdul Karim



Senior Deputy Registrar
Sutinah Md Kassim



Director iHALALMAS
Prof. Dr. Faridah Hj Hassan



Director of Institute of Business Excellence
Prof. Dr. Sofiah Abd Rahman

ADJUNCT PROFESSORS



YBHG DATO' MICHEAL TIO
Chief Executive Officer,
Pkt Logistic Group Sdn Bhd

YBHG DATO'
KAMARUZZAMAN
BIN ABU KASSIM
President & Chief
Executive,
Johor Corporation



YBHG DATO' HJ MOHD
REDZA SHAH ABD
WAHID
CEO/Executive Director,
Bank Muamalat



ADJUNCT *Professors*



YBHG DATUK
ABDUL WAHAB KHALIL
General Manager,
PERNAMA

YBHG DATUK WIRA
JALILAH BABA
Chairman,
Crewstone International



ADMINISTRATIVE STAFF

Senior Deputy Registrar : Jona Hidayati Qamaruzzaman / Sutinah Md Kassim

Assistant Registrar (Academic) : Ahmad Kasim / Nurul Nadia Jalaluddin

Assistant Registrar (Administration) : Fadzilah Jaffar

Secretary (Dean) : Nurul Nadia Mohd Hasli / Kamsiah Saim

Assistant Engineer : Mohd Izzat Mohd Jaafri

Senior Executive Officer (Academic) : Murni Mohamed Yahya

Senior Executive Officer (Administrative) : Hafizah Mohamad

Executive Officer (HEP) : Siti Zaleha Saman

Executive Officer (ICAN, Quality & Corporate) : Baizura Johari / Nur Diana Suein

Executive Officer (Academic) : Mohd Azila Mohamed Isa

Senior Admin Assistant (Purchasing) : Jaz Hashimah Hashim

Senior Admin Assistant (Academic) : Saenah Abdullah

Senior Admin Assistant (Industrial Training) : Norhayati A. Hamid

Admin Assistant (File & Record) : Norjuliatie Kamarudin

Admin Assistant (Booking & Payment) : Suraya Ahamed

Admin Asisstant (ICAN, Quality & Corporate) : Nik Helma Azmawati Mat Ferait

Admin Asisstant (Academic) : Norbaiti Shahr

Admin Asisstant (Academic) : Zainab Muhammad Jamil

Admin Asisstant (Academic) : Ruhayah Juraimi

Admin Asisstant (Academic) : Mohd Azhar Abd Rahman

Admin Asisstant : Mohd Azam Baharuddin

Office General Asisstant : Sazali Sharudin

Office Operations Assistant : Shahrizan Saharudin

Senior Computer Technician : Rosli Surip

**Computer Technician : Isham Ismail
Kamaruzzaman Hj Muhammad
Nazarina Abd Ghani
Abdul Hakam Abdul Hassim
Norhasimah Mohamed
Mohd Idham Abdul Rahim**

DEAN'S FOREWARD

I am pleased to share with you the Annual Report of Faculty of Business and Management (FBM) for 2015. This report highlights our remarkable achievements over the past year and provides data and information that show FBM's progress toward our ambitious goals.

2015 has been a year of tremendous growth and achievements in many areas. One of our biggest achievement was embarking on a Blue Ocean journey. On December of 2014, FBM embraced the Blue Ocean Strategy (BOS) methodology to develop and implement a strategy that will take FBM on a new trajectory through thinking differently, exploring innovative ways of enhancing FBM graduate employability and casting a global footprint.

In addition, each department managed to convene strategic planning meeting to discuss on the strategic direction for each program. The main purpose of the meeting was to restructure the existing academic programs, particularly to revisit the syllabus and contents. This is to ensure that the academic programs offered by FBM will be relevant and meet the need of industries.

In 2015, we achieved significant milestones that reflect the extraordinary learning environment, innovative research and publications. We were able to secure a number of research grants totalling RM1,474,411.00, published 8 books, 97 journal articles, 115 articles in proceedings, 30 book chapters and 16 general publications.

Finally, I would like to express my gratitude to the faculty, academic and non-academic staff, and students for the dedication and commitment that enable FBM to excel in research and publications, teaching and learning, and community partnerships. This annual report summarizes our key accomplishments during 2015 and looks towards our bright future. I believe that our growth and success are the result of the commitment and passion of all of you.

We look forward to an exciting year ahead!



Professor Dr Hj Zaini Abdullah

Dean
Faculty of Business and Management

STRATEGIC PLANNING, IMPLEMENTATION & ACHIEVEMENTS



Embarking on a Blue Ocean Journey

The increasingly volatile business environment and intense globalization became an impetus for the Faculty of Business and Management (FBM) to radically think out of the box in the provision of Business and Management courses and not be caught in the vortex of business as usual.

As UiTM's foremost faculty offering distinctive business programs that embrace academic excellence and practical knowledge, FBM identified the strategic challenges it faced which among others was to enhance the rate of employability of its graduates and the internationalization of its faculty.

With a vision to 'become an excellent and competitive Faculty of Business and Management in Malaysia that is internationally recognized for its professionalism in education, training, research and consultancy services', and facing strategic challenges, it was imperative that FBM embark on a journey of transformation and thus on December of 2014, FBM embraced the Blue Ocean Strategy (BOS) methodology to develop and implement a strategy that will take FBM on a new trajectory through thinking differently, exploring innovative ways of enhancing FBM graduate employability and casting a global footprint.

The Blue Ocean Strategy developed by Prof Chan Kim and Rene Mauborgne, two of the world's foremost thinkers in the world as acknowledged by Thinkers 50, is a systematic approach to creating innovative ways of thinking out of the box.

Through the BOS Learning Labs conducted by the UCSI Consulting team, FBM's academic and non - academic staff worked in six teams and underwent structured interactive sessions towards developing strategic moves. The highly effective BOS tools enabled participants to be taken through the systematic BOS process of Visual Awareness, Visual Exploration and are now in the phase of Visual Strategy Creation.

This BOS journey has been an eye opener and has provided the impetus for FBM to explore new and innovative opportunities to propel the faculty to a new level and set the benchmark for the other faculties in UiTM towards setting a global footprint.

FACULTY ACHIEVEMENTS

1) Staff

Research Grants

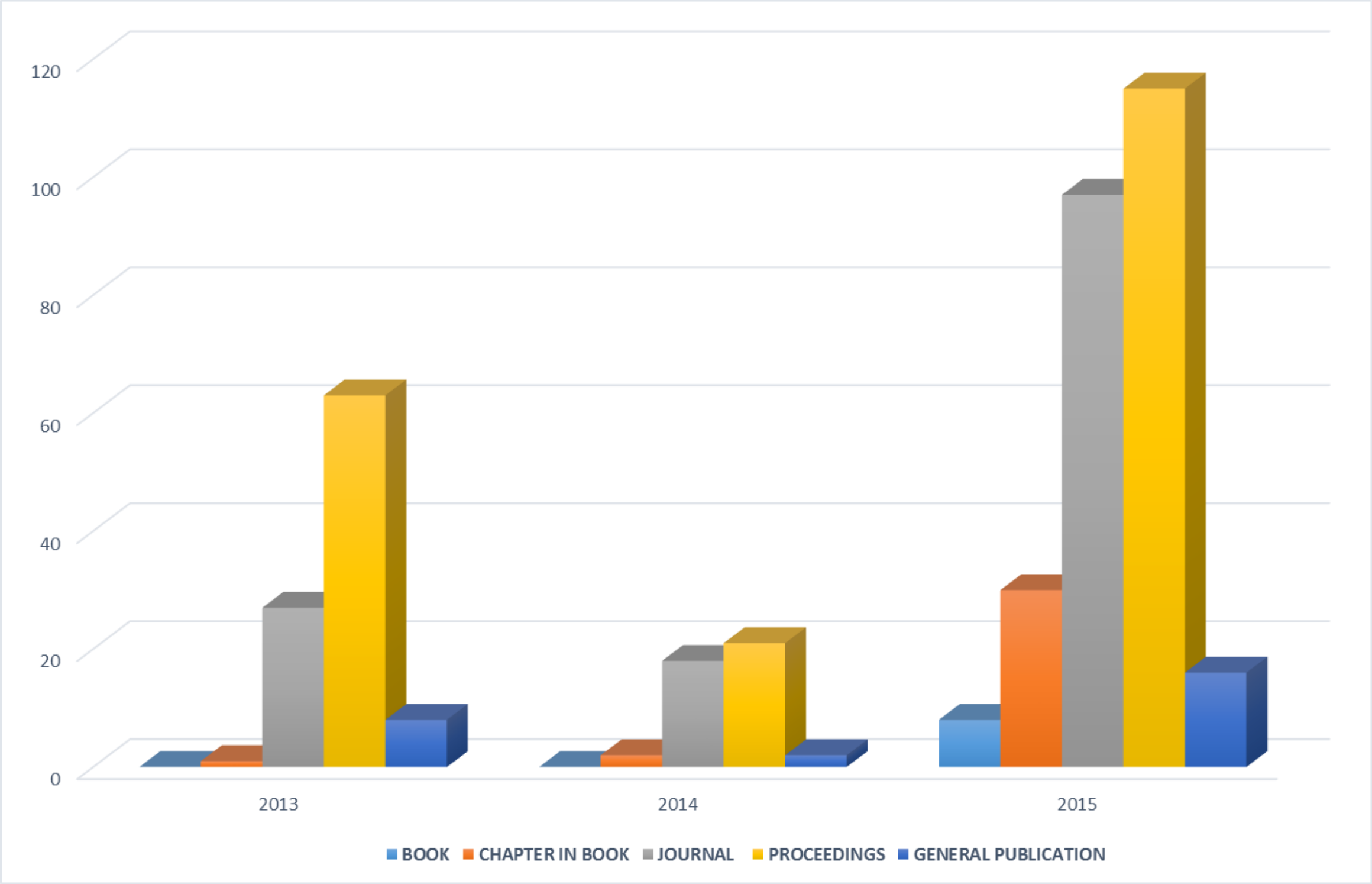
Grants	Value 2011 (RM)	Value 2012 (RM)	Value 2013 (RM)	Value 2014 (RM)	Value 2015 (RM)
RAGS		190,000.00		89,000.00	260,000.00
ERGS	50,000.00	175,000.00	90,000.00		
FRGS	100,000.00	255,000.00		761,250.00	599,570.00
NRGS			140,000.00	-	
DANA	127,000.00	844,000.00	160,000.00		
PSF				-	22,000.00
PRI (EXTERNAL GRANT)			30,000.00		
MITRANS				114,000.00	-
MOSTI				266,958.00	-
SINERGI				44,000.00	-
ZAMALAH				22,000.00	-
REI				-	20,000.00
NATIONAL GRANT					409,841.33
ARI			60,000.00		8,000.00
IRAGS					5,000.00
TOTAL	277,000.00	1,464,00.00	480,00.00	1,297,208.00	1,324,411.33

MYRA Score



Publications

	2013	2014	2015
BOOK	0	0	8
CHAPTER IN BOOK	1	2	30
JOURNAL	27	18	97
PROCEEDINGS	63	21	115
GENERAL PUBLICATION	8	2	16



Year	WOS	ERA	SCOPUS
2014	2	1	10
2015	4	3	31

Karnival Keusahawanan Bistari 2015 (#KKBISTARI2015)

The two-day event held on the 3rd and 4th October 2015 was an event organized by UiTM in collaboration with Johor Corporation. Karnival BISTARI gathers participants, companies and alumni of Johor Corporation's BISTARI entrepreneurship programmes in product sales and exhibition, Catur BISTARI & Cilik BISTARI competitions and company presentations. Taking place at Dewan Raja Muda Musa (DRMM), Shah Alam, Selangor, the main highlight of the event includes Final Catur Bistari Competition and Medaniaga. Introduced by Johor Corporation back in 1992, Medaniaga is a program from Tunas Bistari that holds a purpose to foster, nurture and create a culture of entrepreneurship among students. There are 30 participating booths exhibits various local products such as food and beverages, clothing and SPA services. The closing ceremony is graced by VVIPs, President & Chief Executive of Johor Corporation, Dato' Kamaruzzaman Bin Abu Kassim along with Director of Bistari Johor Berhad, Tan Sri Dato' Sri (Dr) Arshad Bin Ayub, Assistant Director Curriculum and Arts Division Malaysia Education Ministry, Encik Alias Bin Yoop, Vice President of Business Development of Kulim (Malaysia) Berhad, Tn Haji Jamaludin Bin Md Ali, Y.bhg Tan Sri Dato' Sri Prof Ir. Dr. Sahol Hamid Bin Abu Bakar, the Vice Chancellor of UiTM and Dean for Faculty of Business and Management, Professor Dr Zaini Abdullah.

Final Competition of Catur Bistari



Business Plan Presentation



Closing Ceremony



Karnival Kerjaya dan Keusahawanan Graduan 2015 (K3G)

On 4-6 September 2015, the Ministry of Education Malaysia in collaboration with UiTM organized “Karnival Kerjaya dan Keusahawanan Graduan (K3G) 2015” which took place at the Grand Ballroom, Level 15, Sunway Resort & Spa Hotel. The opening ceremony was launched by YB Dato' Seri Idris Bin Jusoh, the Minister of Education. KPT K3G is an annual initiative held since 2009, which aims to foster cooperation and integration between higher education institutions, government agencies and non-governmental organizations in providing employment and entrepreneurship opportunities to local graduates. UiTM was appointed as a host for K3G 2015 with the theme "Nurturing Enterprising Talent" in line with the government's aspiration to develop a more dynamic group of graduates who do not only excel in academic, but is also gifted in entrepreneurship. K3G 2015 is spearheaded by the Malaysian Academy of SME & Entrepreneurship Development (MASMED) and assisted by the Faculty of Business and Management, Faculty of Communication and Media Studies and the Faculty of Art and Design of UiTM.



PENGENALAN PROGRAM

K3G adalah inisiatif tahunan Kementerian Pendidikan Tinggi yang diadakan sejak tahun 2009, yang bertujuan untuk memupuk kerjasama dan integrasi di antara institusi pengajian tinggi, agensi kerajaan dan bukan kerajaan dalam menyediakan peluang pekerjaan dan keusahawanan kepada para graduan tempatan.

Pada tahun ini, UiTM telah dilantik sebagai tuan rumah bagi K3G 2015 dengan membawa tema “Nurturing Enterprising Talent” selari dengan aspirasi kerajaan untuk melahirkan graduan yang lebih dinamik yang tidak sahaja bersandarkan kepada kecemerlangan akademik malah berbakat untuk menceburkan diri dalam bidang keusahawanan.

Disebalik tujuan member pendedahan maklumat kerjaya, keusahawanan andan pembelajaran sepanjang hayat kepada graduan, program ini turut menjadi pemangkin untuk mengintegrasikan agensi kerajaan, pihak swasta dan NGO dalam menangani isu kebolehpasaran dan kebolehpendapatan graduan. Hampir 300 booth disediakan dan disasar 5000 peluang pekerjaan,

KARNIVAL KERJAYA & KEUSAHAWANAN GRADUAN 2015

4-6

ARAS 12 & ARAS 15
SUNWAY RESORT HOTEL & SPA

SEPT 2015
8.00 PG – 6.00 PTG

HARI 1 (JUMAAT, 04 SEPTEMBER, 2015)

9:00am-6:00pm Sesi Temuduga dan Pameran
Job Market Outlook and Tips in Creating An Awesome Resume oleh Jobstreet

10:00am Cabutan Bertuah

12:30pm Forum : SOCIAL ENTREPRENEURSHIP: ADDING VALUE THROUGH BUSINESS oleh Zubedy Anil Panel:
1. Muhammad Azizah Dato' Mustapha, Yayasan Inovasi Malaysia
2. Aby Mahmood, Zubedy Ideahouse
3. Norhayati Ismail, Food Aid Foundation

3:00pm Instrumental Jazz oleh Fakulti Muzik, UiTM

5:00pm Sesi Hari Pertama Berakhir

6:00pm

HARI 2 (SABTU, 05 SEPTEMBER, 2015)

9:00am-6:00pm Sesi Temuduga dan Pameran
Forum : Graduate Employability by the CEOs
1. Puan Noraminah Bt Omar, ABS Altron Holding Sdn. Bhd.
2. Dato' Lawrence Low, Pertubuhan Perintis Malaysia

11:00am

12:30pm Slot Bersama Ikon K3G 2015, Caprice

2:00pm Majlis Perasmian Karnival Kerjaya Dan Keusahawanan Graduan (K3G) 2015 & Jelajah Kementerian Pendidikan Tinggi (KPT) : Soaring Upwards oleh Menteri Pendidikan Tinggi, YB Dato' Seri Idris Jusoh

4:00pm Sesi Hari Kedua Berakhir

HARI 3 (AHAD, 06 SEPTEMBER, 2015)

9:00am-6:00pm Sesi Temuduga dan Pameran

10:00am Slot Bersama Ikon Khali

11:00am Start Your Business Today! oleh Puan Noorhazreen binti Ab. Ghani, Perbadanan Usahawan Nasional Berhad (PUNB)

12:30pm Slot Bersama Pendakla Rinong, Alistarj Malaysia

2:00pm Pensembahan Akustik dari Fakulti Muzik, UiTM

3:30pm Majlis Penutup K3G 2015

6:00pm Sesi Program K3G 2015 Berakhir

1. Income generation and MOU/MOA database

- Developing Halal Air Cargo Logistics Hubs for KLAS Cargo – Dr. Harlina Suzana binti Jaafar (Head)
- Halal Supply Chain Seminar for Petronas Chemical Group (PCG) – Azlina binti Muhammad (Head)
- Training Program for CIMA Sdn. Bhd. – Azlina binti Muhammad (Head)

2. Innovation

- Mud Clean Pro (MudPro) – Nor Intan Shamimi binti Abdul Aziz (Head)
- Dynamic Goal Oriented Plan – Ahmad Nur Azam bin Ahmad Ridzuan (Head)
- Diabetes Friendly Logo – Maisarah binti Ishak (Head)

2) Students

Activities

Exploring Korean Transportation System

Event Date: 22nd – 26th April, 2015



SEOUL – 18 students of BM247 5L of BBA (Hons) Transport, UiTM Puncak Alam conducted an international academic visit to Seoul, South Korea from 22nd to 26th April 2015. The students managed to learn about the Korean history, taking a glimpse into the Korean culture and its breath-taking nature wonders, as well as exploring the city extensive networks such as its bus routes, multiple storey underground train services, urban traffic control, tourism development as well as the city hall planning and operations.

This famous metropolitan city of Seoul is well-recognized as the Soul of Asia for its world class modernization and eco-friendly transit system. It is hoped that the visit will inculcate education advancement among students by visiting top-notch university in South Korea namely Incheon National University and leading organizations like Korea Smart Card Co. Ltd, Seoul Metropolitan Facilities and Management Centre, Namimara Corporation, as well as Samsung Electronics.

Together Donating Through Shah Alam Picnic Run 2015

Event Date: 16th May 2015



SHAH ALAM – A group of Semester 5 students, Bachelor of Event Management, UiTM Puncak Alam organized a charity run event Shah Alam Picnic Run 2015 on 16th May 2015 at Taman Tasik Shah Alam. This is a collaboration event between the students and Ini Pentas Kita (Ipeta) Ventures which is an event production company.

The concept of the charity run is that for every kilometer a runner covers, they will donate 50 cents to the selected charity home. The charity run consists of three (3) categories; namely Men's Open, Women's Open, and Junior's Open. Besides the charity run, the event also had a mini bazaar, picnic area, acoustic performance and yoga session with Atilia Haron as the official event ambassador.

A Blessing With ‘Puncak Alam Berselawat’

Event Date: 9th May 2015



PUNCAK ALAM – A group of students from Bachelor of Event Management (BM236 – Deta Event) organized an Islamic Event ‘Puncak Alam Berselawat’ on 9th May 2015 at Masjid Bandar Puncak Alam. The theme of the event, “Living the Muslim Life” took the spotlight with special appearance from Imam Muda Jabbar, Lah Ahmad, In Team, and Nur Ahli Badar.

Transport Week 2015: Highlights Halal Hub and Logistics

Event Date: 6th – 8th May 2015



PUNCAK ALAM – Transcilt Society of UiTM Puncak Alam successfully held Transport Week 2015, a semesterly event which took place on the 6th to 8th May 2015 at DK 200, Faculty of Business and Management.

During the seminar, a total number of five organizations namely QSR Brands (M) Holdings Sdn Bhd, Cold Chain Network (M) Sdn Bhd, IKHFA Trading Sdn Bhd, Northport Malaysia Berhad and JAKIM participated with the aim to educate the students on transport halal hub issues.

In accordance with the increase of consumers' awareness on issues related to halal status, Transport Halal Hub was chosen as the theme for Transport Week 2016 with the hope to inculcate the students about the importance of transporting halal goods, not only locally but also internationally.

UiTM Puncak Alam & UiTM Puncak Perdana Join Forces in Organizing Carnival Sports Challenge 2015

Event Date: 7th – 12th June 2015



PUNCAK ALAM – For the first time ever, UiTM Puncak Alam and UiTM Puncak Perdana collaborated in organizing Carnival Sports Challenge 2015 which was held from the 7th to 12th June 2015.

Led by the Deputy Dean (Students Affairs), Dr Ramlee Abd Rahman, 208 athletes along with 50 managers and secretariats were sent by the Faculty of Business and Management to take part in the 12 sports competition such as football, rugby, chess, volleyball and contingent marching.

FBM Dean Cup Tournament 2015
Event Date: 14th -27th May 2015



PUNCAK ALAM – The Faculty of Business and Management (FBM) successfully held its FBM Dean Cup 2015 from 14th to 27th May 2015. Throughout this tournament, the three major winners were; HURES the overall winner, ISBA the first runner up and BESS the second runner up were selected.

Besides the main awards, six other special awards of different categories were given out to RESO for Entrepreneurship Category; DENTS for Best Society (ULTRAS); SMF for Special Jury Award; Nurhafizah from BESS for Best President; D'Marketers for Fair Play and TAF for Community Reach Club.

Catur Bistari Entrepreneurship Challenge UNI-IND 2015

Event Date: 23rd May 2015



PUNCAK ALAM – On May 23rd 2015, a Catur Bistari Entrepreneurship Challenge was organized by the Faculty of Business and Management (FBM), UiTM Puncak Alam.

Officiated by Dato' Izzadin Idris who is the CEO of UEM Group Berhad, the event witnessed the encounter between the faculty's undergraduate and post-graduate students and industry professionals.

FBM Student Representative Committee (SRC) Election

Event Date: 15th September 2015



PUNCAK ALAM – The Student Representative Committee (SRC) Election was held on 15th September 2015 from 8:30 a.m until 5:00 p.m at Bilik Ilmuan, PFI and Student Lounge FSK6, UiTM Puncak Alam. Coupons and ice creams were given to voters during the session.

Karnival Keusahawanan Bistari 2015

Event Date: 3rd – 4th October 2015



SHAH ALAM – The Karnival Keusahawanan Bistari 2015 was organized by the students from Bachelor of Event Management known as Sovereign Inc. Held at the Dewan Raja Muda Musa Shah Alam from 3rd to 4th October 2015, the main attraction in this event was the National Catur Bistari final competition which was organized by Johor Corporation in collaboration with the faculty. 100 teams of students from primary school, secondary school and tertiary institution were involved in the finals. Other activities such as lucky draw, food truck, musical performance, futsal, zumba pitching competition, business plan competition were also held during the day.

2nd Transport Week

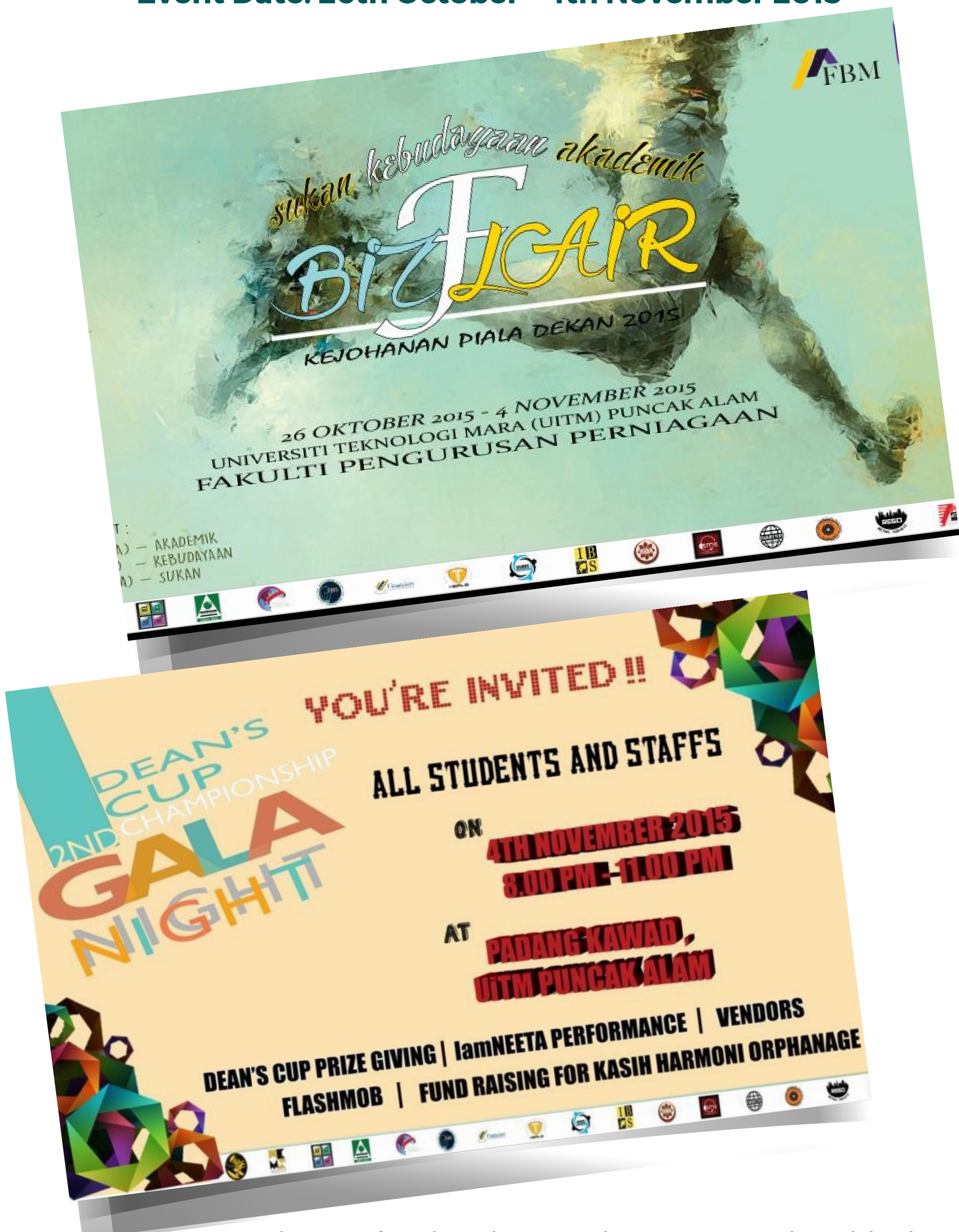
Event Date: 27th -29th October 2015



PUNCAK ALAM – With the theme “Safety Awareness among Road Users” the 2nd Transport Week was jointly organized by the Transcilt Society and Malaysia Institute of Transport (MITRANS) from 27 until 29 October 2015 at Pantai Cunang, Banting Selangor and UiTM Puncak Alam.

2nd FBM Dean Cup Tournament 2015

Event Date: 26th October – 4th November 2015



PUNCAK ALAM – The Faculty of Business and Management (FBM) had successfully held its 2nd FBM Dean Cup 2015 from 26th October to 4th November 2015 with the theme ‘BizFlair’ and consisting of three categories of competition namely academic, sport and culture.

At the prize giving ceremony which was organized on 9 June 2015 at Padang Kawad, UiTM Puncak Alam, a performance by celebrity guest, flash mob group, and fund raising activity for Kasih Harmoni Orphanage were also held.

Marketing And Entrepreneurship Carnival 2015

Event Date: 24th -26th November 2015



PUNCAK ALAM – Organized by the Centre for Marketing and Entrepreneurship and in collaboration with Majlis Amanah Rakyat (MARA), Perbadanan Usahawan Nasional Berhad (PUNB), and Perbadanan Kemajuan Negeri Selangor (PKNS); the Marketing and Entrepreneurship Carnival 2015 was successfully held at UiTM Puncak Alam from 24th to 26th November 2016.

The event was officiated by the Honorable Senator Tan Sri Haji Mohd Ali Bin Mohd Rustam, PUNB Chairman. Guests who attended the event have earned good experience through various activities namely Industrial Luncheon Talk, Young Entrepreneur Scheme Talk, and exhibitions by MARA, PKNS and PUNB. Other activities like Charity Sales, Ringgit Mart Sales, Car Boot Sales, and Entrepreneurial Street Festival were also among some of the attractions of the event.

Summary of Students' Activities



Source: Student Affairs Department, FBM

Activities

Achievements

Congratulations! Nur Khairanie



Congratulations to Nur Khairanie Nasya Jasni for her great success in Students Ambassadors for ASEAN Project organized by Prince of Songkla University (PSU), Phuket Campus, Thailand. She proudly represented Malaysia for 5-days cultural exchange program from 15th to 19th June 2015.

Congratulations! Filzah



Heartiest Congratulations to Filzah Mohd Salim of BM232 – Bachelor in Office System Management (Hons.), Faculty of Business and Management on receiving the Anugerah Cemerlang Pingat Emas Tun Fatimah Haji Hashim (Best UiTM Graduate 2015) during the UiTM 83rd Convocation Ceremony on 31st of October 2015.

ACKNOWLEDGEMENT

We would like to express our gratitude to those involved in the preparation of this 2015 Annual Report

Baizura Johari

Dayang Nailul Munna Abg Abdullah

Hafizah Mohamad

Hairunnisa Ma'amor

Idaya Husna Mohd

Mashitah Mohamed Esa

Mohamad Naquiuddin Md Mansor

Mohd Azila Mohamed Isa

Mohd Redhuan Dzulkipli

Mumtaz Ahmad

Nazarina Abd Ghani

Norafifa Mohd Ariffin

Norhasimah Mohamed

Norminsham Abdul Karim

Nur Aizureen Anwar

Nurul Nadia Jalaluddin

Syezreen Dalina Rusdi